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UNIT

1

Introduction to Logistics

Unit Objectives

After studying this unit, you are able to:

- know the situations that usually occur in the logistics industry
- know the careers in the logistics industry
- analyze the trend of the logistics industry
- introduce the elements of logistics





Warming-up

Task 1 Match each of the following pictures with its corresponding situation that might occur in logistics process.

1. customer service

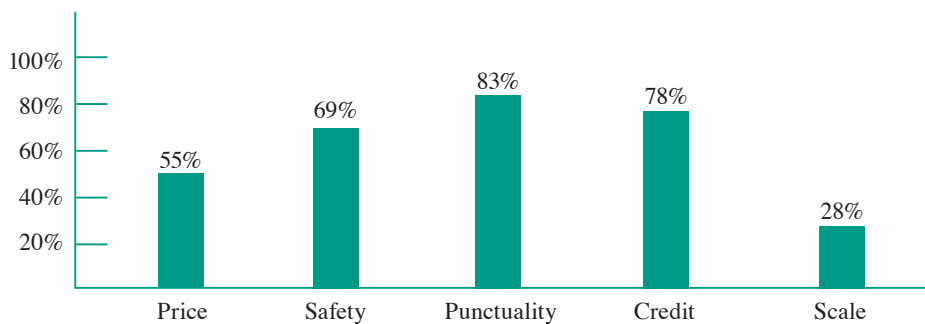
2. inventory management

3. packaging

4. loading materials



Task 2 The following bar chart shows factors influencing a company's choice of logistics service. Analyze it and answer the questions that follow.



1. What is the most influential factor according to the chart?
2. Aside from the above five factors, what other factors may influence a company's choice?



Reading A



Task 1 Before reading the passage, see how much you know about logistics by answering the following questions.

1. What is logistics?
2. Why do we need logistics in daily life?

Introduction to Logistics

Logistics is the management of the flow of goods, information and resources between the point of origin and the point of consumption. It is a business concept that evolved during the 1950s due to the increasing complexity of supplying businesses with materials and transporting products in an increasingly globalized supply chain. The complexity led to a call for experts in the process who are called logisticians.

Logistics can be defined as “having the right item in the right place, at the right time, in the right quantity, at the right price and in the right condition, for the right customer”.

There are two fundamentally different forms of logistics: one optimizes a steady flow of materials through a network of transport links and storage areas, while the other coordinates an effective sequence of resources in order to carry out a project.

Work in logistics involves the integration of information, transportation, inventory, warehousing, material handling, packaging, human resources and sometimes security. The goal is to manage the life cycle of a project from birth to completion. For example, a logistician would have to ensure that the supply chains work so that raw materials and/or parts arrive at a factory or on site in time and in the correct order. It would be very

inefficient and wasteful if the roof tiles were delivered before the foundations have been dug and the walls built on a construction site, or, if large quantities of paper were delivered to a printer who had nowhere clean and dry to store it. These are very simple examples of an extremely complex and detailed process.

The main functions of a qualified logistician include inventory management, purchasing, transportation, warehousing, consultation and organizing and planning of these activities. Logisticians combine a professional knowledge of each of these functions to coordinate resources in an organization.



Task 2 Read the passage and match each paragraph with the corresponding aspect of logistics.

- Paragraph 1
- Paragraph 2
- Paragraph 3
- Paragraph 4
- Paragraph 5

- a. Definition of logistics
- b. Forms of logistics
- c. Evolution of logistics
- d. Functions of logisticians
- e. Main activities and goal of logistics

Task 3 Read the passage again and choose the correct answer for each statement.


1. The concept of logistics actually originated from military in ancient Greek.
True False Not mentioned
2. Logistics is the science of managing and controlling the flow of goods between the point of origin and the point of production.
True False Not mentioned
3. To satisfy the needs of suppliers is one of the goals of logistics.
True False Not mentioned
4. Material handling is one of the activities of logistics.
True False Not mentioned

Task 4 As a student majoring in logistics, what kind of work do you want to do in the future? Why? Share with your partner.



Listening



Task 1  The telephone operator of a company called JK is receiving a call from Jack, a college student who is just about to graduate. Listen to the conversation and match the people with the correct information.



Jack



Mr. Smith



Anna

1. _____ is the Manager of the Human Resources Department.
2. _____ has some questions about the advertised position.
3. _____ is the Human Resources Administrative Assistant.

Task 2  The operator makes the connection to Anna. Listen to the conversation and fill in the blanks with what you hear.

Anna: Hello! This is Anna White. How may I help you?

Jack: Hello, Miss White, I saw your advertisement for a(n) **1.** _____ for the Customer Service Manager in today's *Morning Post*. I'm very interested in the job.

Anna: Are you a student?

Jack: Yes, I am a student majoring in **2.** _____. I'll graduate at the end of this month. I'd like to apply for the job and wonder if there is a(n) **3.** _____ that I should complete.

Anna: No. Just send us your résumé by email with a(n) **4.** _____.

Jack: OK, I'll send it immediately.

Anna: Thank you. We'll call you for an interview if we think your **5.** _____ are suitable.

Jack: I look forward to that and greatly **6.** _____ your time and help.

Anna: My pleasure!


Task 3 Jack was called for an interview a week later. Now he is talking with the Manager of the Customer Service Department, Cindy. Listen to the conversation and choose the best answer to each of the following questions.



1. Which university does Jack study in?
A. Peking University. B. Tianjin University. C. Tianjin Normal University.
2. When will Jack graduate?
A. Next year. B. At the end of this month. C. At the end of this year.
3. What degree will Jack get when he graduates?
A. A bachelor's degree. B. A doctoral degree. C. A master's degree.
4. Which of the following courses is NOT mentioned by Jack?
A. Economic law. B. International trade. C. Marketing.
5. Which of the following doesn't belong to customer services according to Cindy?
A. Confirmation. B. Accounting. C. Reception.

Task 4 Ben Taylor is a Supply Chain Manager at a global cosmetic firm, TMK. Now, he is being interviewed by a reporter, Mary Lee. Listen to the conversation and answer the following questions.





1. Which journal does Mary Lee work for?

2. When do the phones in Ben's office start ringing in the morning?

3. What does Ben's work include in a typical day?

4. Where does Ben regularly go within the UK?



Speaking

Task 1 Work in pairs. Practice making short phone calls with the words provided according to the example below.



Example: Jack Lee/sales representative/warm-hearted, good at solving problems

A: Good morning, COSCO Human Resources Department.

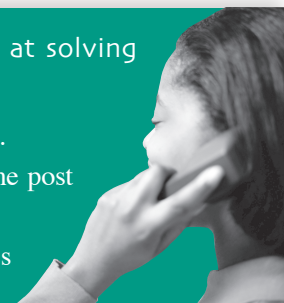
B: Good morning. This is Jack Lee. I want to apply for the post of sales representative.

A: Why do you think you are qualified to be a sales representative?

B: Because I am warm-hearted and good at solving problems.

A: OK. Please send your résumé with a cover letter to coscohr@cosco.com.

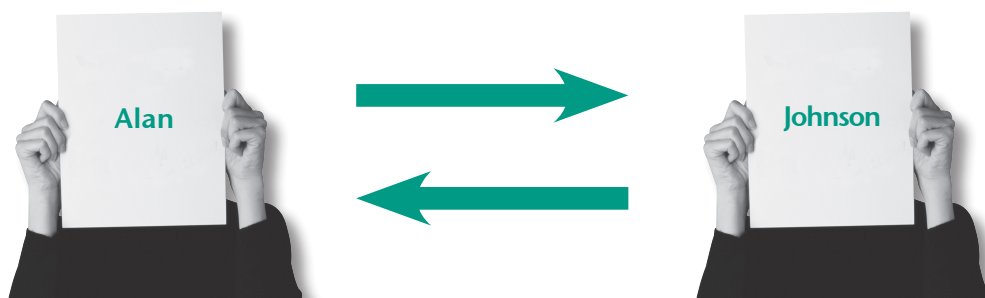
B: I am sending it right now. Thank you very much.



1. Tom Hawks/warehouse statistician/
mathematics, excellent computer skills

2. David Jobs/purchasing manager/
analytical, good negotiation skills

Task 2 Alan is introducing to Johnson, a new recruit of COSCO, the factors affecting clients' choice of logistics companies. Practice making a conversation with reference to the following expressions.



Nice to see you, Johnson.

Before you start your work, I think it's necessary to let you know...

There are mainly three factors... First...
Second... Third...

It depends on...

You're welcome.


Nice to meet you, Alan.

That's so kind of you. I'm all ears.

What do you think is the most important... ?

OK, I will keep that in mind. Thank you so much.

Task 3 Work in pairs. Johnson of AG Company is answering the enquiry of Joe Smith on the phone. Role-play it according to the instructions below.



Johnson	Joe Smith
Say hello.	Tell the products involved and services needed (warehousing, transportation, etc.).
Introduce the advantages of AG Company.	Put forward special requirements.
Answer the requirements.	Propose a field visit to the company.
Express welcome.	Express thanks.

Task 4 Work in pairs. Joe Smith is visiting Johnson at AG Company. Practice making a conversation with reference to the following expressions.



Joe Smith	Johnson
Hello, Johnson. I'm Joe Smith.	Nice to meet you, Mr. Smith. I've been expecting you. Welcome to our company.
Thank you. Shall we begin... ?	OK. As previously arranged, we are going to visit the warehouse, packaging plant...
Well, your facilities... ... increase my confidence to cooperate with you.	We are planning to expand... Thank you. We will not let you down.



Reading B



Job Advertisements

The following are job advertisements from the B&B Company, a leading baby products manufacturer based in France.

1. Customer Service Representative

Key Duties:

- Receive calls and provide accurate, updated information to customers
- Process orders
- Provide effective after-sales service

Required Skills:

- Fluent in both spoken Mandarin and French
- Excellent interpersonal skills
- Strong problem-solving skills

Career Path:

A successful Customer Service Representative may advance to Customer Service Director or Sales Manager.

2. Purchasing Manager

Key Duties:

- Forecast procurement needs
- Communicate with suppliers
- Track purchasing activity

Required Skills:

- Good negotiation, persuasion and written communication skills
- Effective costs analysis skills
- Familiar with import/export processes

Career Path:

Success as a Purchasing Manager may lead to employment as a Logistics Manager or Materials Controller.

3. Supply Chain Manager

Key Duties:

- Develop customized strategies to provide effective customer services and reduced costs
- Overall responsibility for efficient flow of products from suppliers to customers
- Communication with customers, suppliers and internal parties to ensure smooth operation

Required Skills:

- Familiar with logistics and supply chain management
- Fluent in both spoken and written English
- Minimum 3 years' work experience including handling shipping documents

Career Path:

A highly successful Supply Chain Manager may be promoted to Director of Materials Management or Director of Logistics.

We offer excellent benefits including medical insurance, paid holidays, tuition assistance and membership of our Provident Fund. If you are interested in joining us, please send a letter of application and résumé to hr@bblogistics.com.



Task 1 Read the advertisements and answer the following questions.

1. What is the main business of the company?

2. How many types of positions are advertised? What are they?

3. What may the positions lead to respectively?

4. How would candidates apply for jobs they are interested in?

Task 2 Match the following terms with their Chinese meanings.

1. process orders	○	a. 解决问题的技能
2. after-sales service	○	b. 处理订单
3. interpersonal skills	○	c. 为客户量身定制的策略
4. problem-solving skills	○	d. 售后服务
5. customer service representative	○	e. 供应链管理
6. procurement	○	f. 客服代表
7. customized strategies	○	g. 人际交往技能
8. supply chain management	○	h. 采购

Task 3 Translate the following passage into Chinese.

Logistics is one of the main functions within a company. The main targets of logistics can be divided into performance targets and cost targets. Specifically, they are high due-date reliability, short delivery time, low inventory level and high capacity utilization. But when decisions need to be made, there is always a trade-off among these targets.



Writing

Task Mary Lee, the Public Relations Manager of DHL, is introducing the company to Matt Freeman, a potential client. Read her introduction and fill in the blanks with the following sentences.



A. At the same time, the marketplace developed and became more complex.



B. From 1969 until today, our tenet has remained the same.



C. Over the 40-odd years, it has continued to expand at an impressive rate.



D. The years passed and the DHL network grew ever larger.

DHL was founded in San Francisco more than 40 years ago by three entrepreneurs. **1.** _____ Today, it is the global market leader of the international express and logistics industry.

Back in 1969, DHL took its first step for the future by personally shipping papers by airplane from San Francisco to Honolulu. **2.** _____ Our business gradually reached out to new customers in every corner of the world. **3.** _____ Therefore, DHL had to adapt to meet the changing needs of our customers. And our adaptation has been successful.

4. _____ Our success has always been based on delivering excellent services for our customers. At the heart of the success are our employees who focus on the customers' needs and provide individually customized solutions.





Project

Project Guidelines

This project aims to go through the process of collecting and analyzing the information on logistics industry. The whole task is divided into three steps. Step One is about collecting information on famous companies in the logistics industry. Step Two focuses on comparison among those companies in terms of competitive advantages, features, etc. Step Three deals with analysis of what logistics will be like in the future.



Please follow the *Task Description* to complete the project.

Task Description

1

Step One

- Work in groups of 4-6 in class;
- Each member chooses a famous logistics company and collect information on it.

2

Step Two

- Analyze the advantages and features of the companies mentioned in Step One;
- Choose one member from each group to make a presentation.

3

Step Three

- Discuss the future trend of logistics in groups;
- Choose one member from each group to make a presentation.



Self-evaluation

Rate your progress in this unit.	D	M	P	F*
I know the situations that usually occur in the logistics industry.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can introduce the basic elements of logistics.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know about the careers in the logistics industry.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can analyze the trend of the logistics industry.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Note: Distinction, Merit, Pass, Fail*

外研社



New Words and Expressions



Reading A

New Words

complexity /kəm'pleksɪti/ *n.* 复杂性
consultation /ˌkɒnsəl'teɪʃən/ *n.* 咨询
coordinate /kəʊ'ɔːdɪneɪt/ *v.* 协调, 调节
evolve /ɪ'vɒlv/ *v.* 演变, 发展
fundamentally /ˌfʌndə'mentəli/ *ad.* 根本上地
integration /ˌɪntɪ'greɪʃən/ *n.* 集成, 综合
inventory /'ɪnvəntri/ *n.* 存货
logistician /ˌlɒdʒɪ'stɪʃən/ *n.* 物流学家, 物流从业者
logistics /lə'dʒɪstɪks/ *n.* 物流
optimize /'ɒptɪmaɪz/ *v.* 使完善, 使优化
sequence /'siːkwəns/ *n.* 顺序, 次序

tile /taɪl/ *n.* 瓷砖, 瓦片
warehouse /'weəhaʊs/ *v.* 仓储

Phrases & Expressions

carry out 施行, 实现
supply sb. with sth. 给某人提供某物

Technical Terms

life cycle 生命周期
supply chain 供应链

Reading B

New Words

accurate /'ækjʊrət/ *a.* 准确的
forecast /'fɔːkɑːst/ *v.* 预测
interpersonal /ˌɪntə'pɜːsənəl/ *a.* 人际关系的

overall /ˌəʊvər'ɔːl/ *a.* 全部的, 全体考虑的
procurement /prəʊ'kjʊəmənt/ *n.* 采购
provident /'prɒvɪdənt/ *a.* 顾及未来的, 未雨绸缪的
tuition /tjuː'ɪʃən/ *n.* 学费



Vocabulary and Structure

Task 1 Fill in the blanks with the words from this unit that match the meanings in the column on the right. The first letters are already given.

1. f _____ to make a statement saying what is likely to happen in the future, based on the information that you have now
2. o _____ considering or including everything
3. o _____ to improve the way that something is done or used so that it is as effective as possible
4. c _____ to organize an activity so that the people involved in it work well together and achieve a good result
5. a _____ correct and true in every detail
6. t _____ the money you pay for being taught
7. i _____ relating to relationships between people
8. w _____ a large building for storing large quantities of goods
9. t _____ a flat square piece of baked clay or other material, used for covering walls, floors, etc.
10. i _____ the combining of two or more things so that they work together effectively

Task 2 Fill in each blank with the appropriate form of the word given in brackets.

1. The seller is expected to take _____ (responsible) for shipping the goods at the date agreed upon by both sides.
2. The committee made a rational decision through _____ (consult) and research.
3. When you have filled in the questionnaire, copy it and send the _____ (origin) to your employer.
4. Thousands of soldiers are working to _____ (distribution) food and blankets to the refugees.
5. We need more feedback from the _____ (consumption) in order to improve our goods.
6. For _____ (variety) reasons I'd prefer not to meet him.
7. Both he and I are _____ (satisfy) with the result.
8. With the help of computers, a highly _____ (inefficient) inventory system has been made possible.
9. The Independent Labour Party was _____ (foundation) in Bradford on January 13, 1893.
10. Economic and political ties accelerate the _____ (integrate) of different nations' culture.

Task 3 Complete the following sentences with the words given below. Change the form if necessary.

conduct procurement sequence warehouse delivery
problem-solving complex tuition forecast fundamentally

1. The cargo is badly needed by the client who requires speedy _____.
2. A special panel is formed to _____ an investigation into the way public funds have been spent.
3. _____ problems are often derived from simple origins.
4. Sometimes, the buyer may require delayed shipment so as to save the cost from _____ goods.
5. Many experts found it hard to _____ the weather with current technical means.
6. Qualified after-sales service personnel are often required to have excellent _____ skills.
7. In order to earn enough money for the _____ of next term, he became a paper boy.
8. She went over the _____ of events in her mind.
9. International division of labor has made _____ necessary and possible.
10. _____ speaking, it is your fault and you should apologize to your parents.

Task 4 Translate the following Chinese into English using the words or phrases given in brackets.

1. The term “logistics” _____ (从一个被普遍用于军事中的术语演变而来). (evolve from)
2. The director of the President’s Office _____ (负责安排会议). (be responsible for)
3. If you come down to the old price, we can _____ (向您大量订货). (place a large order)
4. The electronic order system _____ (已经进行了优化) so as to meet the ever growing client demands. (optimize)
5. _____ (经过各方协调), the buyer finally persuaded the seller into accepting his shipping terms. (coordination)



Grammar

Parts of Speech and Sentence Components

Task 1 Identify the part of speech of each underlined word in the following paragraph.

Andrew didn't go to the bar with other students. Rachel told him they were going there, but he wanted to finish his homework. Andrew isn't very sociable. He stays in his room and concentrates totally on his studies. He's an excellent student, but he doesn't have much fun.

- | | | | |
|-----------|--------------|---------------|-------|
| 1. to | <u>prep.</u> | 9. sociable | _____ |
| 2. bar | _____ | 10. in | _____ |
| 3. other | _____ | 11. and | _____ |
| 4. told | _____ | 12. totally | _____ |
| 5. they | _____ | 13. an | _____ |
| 6. there | _____ | 14. excellent | _____ |
| 7. he | _____ | 15. but | _____ |
| 8. finish | _____ | 16. fun | _____ |

Task 2 Identify the part of speech of the underlined word in each sentence.

- | | |
|---|-----------|
| 1. We went to a wonderful <u>show</u> in Beijing. | <u>n.</u> |
| 2. Jenny wanted to <u>show</u> Jack her photos. | _____ |
| 3. Henry <u>thought</u> Claire looked beautiful. | _____ |
| 4. A strange <u>thought</u> came into her head. | _____ |
| 5. The windows are <u>clean</u> . | _____ |
| 6. We should <u>clean</u> the windows. | _____ |
| 7. Wendy is feeling quite <u>tired</u> now. | _____ |
| 8. Studying all day had <u>tired</u> Wendy out. | _____ |
| 9. We did some <u>hard</u> work. | _____ |
| 10. They worked <u>hard</u> . | _____ |

Task 3 Match each underlined word with its corresponding component in the sentence. Some sentence components may be used twice.

<ol style="list-style-type: none"> 1. <u>Time</u> flies. <input type="radio"/> 2. The scenery is <u>beautiful</u>. <input type="radio"/> 3. My father <u>works</u> in a large company. <input type="radio"/> 4. <u>She</u> loves music very much. <input type="radio"/> 5. He passed me <u>a book</u>. <input type="radio"/> 6. The visitor gave an apple to <u>the monkey</u>. <input type="radio"/> 7. I have the <u>perfect</u> present for her. <input type="radio"/> 8. He came back <u>sick</u>. <input type="radio"/> 9. John runs <u>quickly</u>. <input type="radio"/> 10. We <u>students</u> should study hard. <input type="radio"/> 	<ol style="list-style-type: none"> <input type="radio"/> A. subject <input type="radio"/> B. predicate <input type="radio"/> C. object <input type="radio"/> D. attribute <input type="radio"/> E. adverbial <input type="radio"/> F. complement <input type="radio"/> G. predicative <input type="radio"/> H. appositive
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Task 4 Fill in each blank with the proper form of the word given in brackets.

1. Living in the country is less expensive (expense) than living in the city.
2. We need to reduce our _____ (depend) on oil as a source energy.
3. The chairman emphasized his ideas by speaking more _____ (loud).
4. Some American businessmen in China are spending a lot of time in _____ (learn) Chinese.
5. Some people do believe that smoking will _____ (certain) cause lung cancer.
6. I'm _____ (real) sorry for the mistake our office worker made last month.
7. Her _____ (beautiful) had faded over the years.
8. The sellers allowed us to pay them on a _____ (month) basis.
9. It's _____ (danger) for women to walk alone at night.
10. I was impressed by the _____ (deep) and complexity of the book.

词类与句子成分

词 类	缩 写	中文名	例 子	概念或功能
noun	<i>n.</i>	名词	boy, milk, bike	表示人、物及抽象概念的名称, 除谓语 (predicate) 外, 可充当句子任何成分。
pronoun	<i>pron.</i>	代词	you, I, my, yours	代替名词或起名词作用的短语、句子, 可充当主语 (subject)、表语 (predicative) 和宾语 (object) 等。
adjective	<i>adj.</i>	形容词	good, happy, nice	描绘人或事物的特征、性质、状态, 可作定语 (attribute)、表语、补语 (complement) 等。
adverb	<i>adv.</i>	副词	well, badly, quickly	修饰动词、形容词、副词或全句, 表达时间、地点、程度、方式等概念, 主要用作状语 (adverbial)。
verb	<i>v.</i>	动词	be, cut, run, jump	表示动作或状态, 作谓语或作为系动词 (linking verb) 与表语连用。
numeral	<i>num.</i>	数词	two, third	表示数目多少或顺序, 可作主语、宾语、定语、同位语 (appositive) 等。
article	<i>art.</i>	冠词	a, an, the	限定、说明名词的所指。
preposition	<i>prep.</i>	介词	at, in, with, for	表示词与词、词与句之间的关系, 与介词宾语构成短语, 可作表语、定语、状语、补语等。
conjunction	<i>conj.</i>	连词	and, so, because	连接词、短语或句子, 表达逻辑关系。
interjection	<i>interj.</i>	感叹词	oh, yeah, ouch	表示喜怒哀乐等感情或情绪。